

Thursday, April 13, 2023 at 6:30pm — Town Offices, Brentwood NH 03833

Committee Members in Attendance:

Stefanie Lewendon, Steve Dawson, Josh Bertoulin, Letty Bedard, Bridget Zacher

Committee Members not in Attendance:

Denette Schlager, Becky Dunham

Advisory Members in Attendance: Russ Kelley (arrived at 6:48pm)

Guests: none

The meeting was called to order at 6:30pm

Administrative

- Review of meeting minutes from March 23, 2023
Stef motioned to approve, Letty seconded, motion approved the 4-0-1 (in favor-oppose-abstain)
- Emails:
 1. Facebook Stats: 2.2K Post Reach, +116%; 2.4K Post Engagements, +882%; 6 New Page Likes, +100%
 2. Request from Karen Clement to revise Committee Statement of Intent form; Stef to follow-up

Committee Renewal

- Stef followed up with Karen because YouTube recording of Selectboard meeting was inaudible
- Proposal for Selectboard regarding committee moving forward
- Letty was at the meeting and there was a request for staggered terms
- Make all positions 2-year terms, with this year's commitment a combo of 1- and 2-year terms so it creates a staggered commitment; as close to a 50/50 split as possible
- 2 options for moving forward; renew/add members; renewing members to be confirmed; only present one option
- Areas of focus, work in progress; upcoming potential work/tasks
 - AV to be top priority
 - Communication Policy/Agreement as work in-progress; need for guidelines as website/social media evolves
 - New Resident packet content as possibility - confirm with Becky
 - Voter Companion
 - Series of materials for "How Brentwood Works"
- 7 members works well to have discussions, share perspectives, decision-making
- Providing items for Selectboard to agree/disagree and have a chance to revise
- Russ confirming that we are covering what the Selectboard discussed
- Bigger question for the Selectboard - idea of making start/renewal appointment date the same for all committees; that falls in a good time in the calendar year for reviewing
- Using the form at every term start/end; "Transparency requires documentation"
- Plan is to attend Tuesday's Selectboard Meeting 4/18
- Statement of Interests to be submitted after Selectboard meeting
- Selectboard to give set time for posting of open position(s)
- Refer to Rec Center posting for open positions
- Remove option for alternate

Website Update

- Met with vendor, MunicipalOne in April

- Features offered looked good; Communications package includes emails, unlimited text messages to residents;
- Rec Center package also looks good - integrated
- Josh negotiated a pricing package that would be advantageous for town to take advantage of. Would need to go into a contract by May 1st.
- Facebook integration is a 'checkbox' - super easy to cross post!
- Unlimited accounts
- EZ facility is a bit overwhelming when compared to MunicipalOne's version
- MunicipalOne seems to be working hard to retain the town website. Willing to a custom design and implementation in roughly 45 days. Includes a redesign in 4 years.
- Prepare for a budget when the contract expires in 5 years; possibility of one-time payment or pay annually
- Commitment by May 1st
- Karen and Andy are giving current vendor a chance to submit a proposal; concern over timely engagement from vendor
- Will there need to be an RFP?
- Josh to provide updated proposal
- Stef and Josh to present to Selectboard
- Can we continue meeting if appointments have not been made

Additional Item: AV

- Josh might investigate a reset/reconfigure in current system to fix sound
- Need for effective AV improvements
- Need for current building improvements regardless of possibility of a new building
- Very immediate sound issue needs to be fixed; Josh to reach out to Andy A.
- Look at equipment that could be installed now but repurposed later
- Basic needs to research- Screens/TVs, presentation capability, new streaming encoder, microphones, ADA, internet provider, 2 cameras, Office 365 integration
- ADA requirement and possible grants
- Make sure Selectboard knows that AV is a top priority for upcoming year
- Presenting contract to Selectboard on Tuesday

Action Items

- Tuesday Presentation to Selectboard
- Move forward with AV immediately; Josh/Letty to partner; Stef to create list in google docs
- Voters Companion–Letty/Stef/Bridget to meet with Daphne to vet idea; start an outline

***Motion to adjourn by Stefanie seconded by Letty. Motion passes 5-0-0. Meeting adjourned at 7:40pm
Next meeting May 11th at 6:30pm at the Town Office, unless otherwise posted.***

*Respectively Submitted,
Stefanie Lewendon—Chairperson, Communications Subcommittee*